

Positive Alternatives 2014 - 15 Quarterly Update

Grantee: BIRTHLINE, INC.

Goal: Support, encourage and assist women in carrying their pregnancies to term and in caring for their babies after birth.

For the period: October to December, 2015

Activity or Service	Activity or Service Description Major Work Plan Activities	Work Plan Count	Program Progress and Accomplishments Report the progress and accomplishments made this period on each activity.	Report Count
Administrative Activities	Complete grant forms and reporting requirements; attend grant meetings; provide guidance to grant staff		Completed all required reports. Attended annual grantee meeting. Provided oversight to grant staff.	
Outreach	Provide community education and build capacity		Maintain membership with the Chamber of Commerce. Prepared and mailed 1 newsletter. Spoke at 2 faith based groups.	
Car Seat Program	Discuss correct car seat installation with all Stepping Stones (SS) clients; provide opportunity to attend car seat class and select as incentive	46	All 31 new Stepping Stones clients received information on safe car seat installation and techniques through one to one session and Buckle Up brochure. These and the 34 ongoing Stepping Stones clients had the opportunity to take advanced car seat safety class and receive a car seat as incentive (7).	65
Case Management Services	Provide in-person follow-up to SS clients; provide in-person or telephone follow-up to clients receiving advocate services	50	There were 52 new intake/Advocate clients this quarter (in person and telephone case mgmt. and follow up). Those new intake clients enrolling in SS were not counted twice. Ongoing SS clients (34) all received regular one to one follow-up / case management services.	86
Crib Distribution/ Sleep Safety Education	Provide safe sleep education to all women enrolled in the SS program; provide opportunity to select crib as incentive	46	31 new SS clients received Safe Sleep education in their detailed information session. In addition, 14 of the ongoing SS clients enrolled in the Safe Sleep activity class. 6 pack-n-plays were selected as incentives.	45

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Education Assistance	Provide encouragement and assistance to complete high school or higher education by means of education planning and referrals to counselors	5	All SS participants are given the opportunity to receive assistance and encouragement to either complete their current educational plan or create a new plan. 4 women identified a desire for assistance to either finish high school (3) or complete/begin college (1) and participated in activities to move toward that goal.	4
Employment Assistance	Provide encouragement and assistance to improve employment status by referral to resources for career planning and by providing work stations for skills development and employment searches	12	Most of the women we serve identify themselves as under employed or not employed; all are encouraged to consider improving their employment situation. This quarter, 15 women received referrals, mentoring for skill development, and/or used our work stations for employment searches.	15
Life-Skills Education Program	Provide life-skills education classes, such as budgeting and relationship building	25	We provide a broad range of life skills classes including topics on goal setting, renting an apartment, debt reduction, budget planning, healthy relationship, and organizational courses. We also work with community agencies to provide classes at Birthline. 31 women attended; most attended 2 or more Life Skills topics.	31
Material Support	Provide opportunity to receive \$25 voucher to on-site thrift store; provide emergency layette as needed	16	During our initial intake and discussion of necessary services, we determine the need for emergency support. This quarter, 29 women were given \$25 vouchers for the thrift store, and 2 additional women received an emergency layette with diapers and other infant necessities.	31
Mental Health	Provide referral or assistance obtaining mental health assessment, counseling or treatment	4	During initial assessment and goal setting, 6 women reported a need for advanced mental health resources. Referrals and assistance were provided. In addition, 15 women focused on completing in-house activities to support their mental/emotional health.	6

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Parenting Education	Provide classroom-based parenting programs, self-paced parenting videos; provide referrals and assistance in accessing additional education	35	41 women took a variety of parenting classes. This quarter, the average woman in the Stepping Stones program participated in 4 or more parenting classes/activities for the quarter.	41
Pregnancy Education	Provide all SS clients information of smoking cessation, alcohol/drug cessation and prenatal nutrition; provide optional prenatal and childbirth education classes and doula services	40	31 new SS participants received one to one education on these prenatal health topics; 26 ongoing SS participants attended advanced classroom activities. 6 additional women attended Childbirth Education classes, 6 attended Doula information class and 3 women requested and received doula services.	53
Transportation Assistance	Provide opportunity to receive gas card or bus pass to travel to program services	5	All Stepping Stones participants this quarter (65) were given the opportunity to receive gas cards or bus passes as an incentive; 4 clients requested/received gas cards; 3 received bus passes.	7
Provide Necessary Services Assessments Only	Staff provides clients only intake assessments, information on, referral to and assistance with securing necessary services	6	There were 7 women who received intake assessments consisting of securing necessary services only and did not enroll in our services. Referrals to community organizations were provided.	7

Maternal and Child Health Initiative Task Force Strategies	No.
<i>Number of women who received car seats and car seat safety education from a PA funded program activity</i>	7
<i>Number of women who received car seat safety education only from a PA funded program activity</i>	39
<i>Number of women who received child abuse prevention education from a PA funded program activity</i>	31
<i>Number of women who received abusive head trauma (shaken baby) prevention education from a PA funded program activity</i>	31
<i>Number of women who received a baby bed, crib, or pack-n-play and sleep safety education from a PA funded program activity</i>	6
<i>Number of women who received sleep safety education only from a PA funded program activity</i>	45

Challenges: Program staff are finding it difficult to have the time needed to complete necessary program & planning work as their time is stretched thin with clients.

Comments: We updated our website in September and by October; we were seeing an increase in the number of clients calling to schedule appointments!